Message Text

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PAGE 01 SANTO 01474 291915Z ACTION CU-04

INFO OCT-01 ARA-10 ISO-00 /015 W

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R 291552Z MAR 77 FM AMEMBASSY SANTO DOMINGO TO SECSTATE WASHDC 132 INFO USIA WASHDC

UNCLAS SANTO DOMINGO 1474

STATE FOR CU/ARA; USIA FOR ILA

E.O. 11652: N/A TAGS: SCUL, DR

SUBJ: VISIT OF NEW YORK CITY BALLET, MARCH 15-20, 1977

1. NEW YORK CITY BALLET VISITED DOMREP MARCH 15-20 FOR FOUR FORMAL PERFORMANCES (PLUS ONE OPEN REHEARSAL FOR DANCE STUDENTS) UNDER AUSPICES DOMINICAN REHABILITATION CENTER AS THAT ORGANIZATION'S MAJOR FUNDRAISING PROJECT 1977, IT WAS SUPERB DANCE SPECTACLE WITH STRIKINGLY TALENTED, ATTRACTIVE GROUP OF 48 YOUNG DANCERS INCLUDING FARRELL, MCBRIDE, BONNEFOUS, LELAND AND MARTINS. NATIONAL THEATER PERFORMANCES ATTRACTED AUDIENCES ESTIMATED 6,500, BUT PROCEEDS GARNERED FOR REHABILITATION CHARITY STILL UNKNOWN. ALTHOUGH US MISSION NOT HEAVILY INVOLVED AND NOT PRIME MOVER AS WITH THREE OPERATION SHOESTRING SYMPHONY VISITS, BALLET REQUIRED ULTIMATELY TOO MUCH FOR REHABILITATION VOLUNTEERS WHO REQUIRED TOTAL EFFORTS USIS FOR ALL MEDIA PROMOTION AND CONSIDERABLE SUPPORT ADMIN SECTION RE COORDINATION FEE TRANSPORTATION (DOMINICAN AIRLINES), FREE HOTEL (GULF & WESTERN) AND HANDLING OF CUSTOMS/IMMIGRATION. ELEGANT PRE-OPENING TOUCH WAS AMBASSADOR'S GARDEN RECEPTION FOR BALLET, LEADING LOCAL CULTURAL FIGURES.

2. SANTO DOMINGO IS A BALLET TOWN AND EAGERLY ANTICIPATED APPEARANCES NYCB WHICH CAME WITH TWO BALANCED VARIED PROGRAMS UNCLASSIFIED

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FOR FOUR PERFORMANCES ALTERNATE DAYS. HOWEVER, SPONSORS
MADE TACTICAL ERROR BY SCHEDULING TWO GALA NIGHTS (TICKETS
\$50 AND \$25) AND TWO POPULAR NIGHTS (\$15-\$3) RANGE). PREDICTABLY
TWO POPULAR PERFORMANCES WERE FULL-HOUSE SUCCESSES WITH
ENTHUSIASTIC BALLETOMANE AUDIENCES WHILE BEGINNING GALA NIGHTS
ATTRACTED WELL-HEELED, FLOSSY ONLOOKERS WHO GAVE POLITE
RECEPTION AND FILLED ONLY 80 PERCENT NATIONAL THEATER. AN UNEXPECTED

HIGH POINT WAS EXERCISE/REHEARSAL SESSION OPEN TO LOCAL DANCE STUDENTS: ONLY REQUIREMENT WAS SILENCE (WHICH DOESN'T COME NATURALLY TO DOMINICANS) BUT ELECTRIC VIBRATIONS WERE ALMOST PALPABLE AS 800 SILENT KIDS WATCHED FOR TWO HOURS WHILE BALLET CORPS WENT THROUGH PIANO-ACCOMPANIED ROUTINES.

3. LESSONS LEARNED: NYCBALLET CONTRACT WAS NOT RPT NOT NEGOTIATED BUT ARRANGED AMONGST SOCIETY CHUMS, WITHOUT EXPERT CONSULTATION. RESULTANT TOO-HIGH CONTRACT (MANNA CONSIDERING BALLET'S NEAR-DEMISE JANUARY) LED SPONSORS TO SET INFLATED PRICES AND TO HEAVILY PRESSURE INDIVIDUALS, COMPANIES, ETC., RE TICKET SALES OR CONTRIBUTIONS. FIRST FALL-OUT WAS REFUSAL TO PARTICIPATE BY TWO COMPANIES WHICH ORDINARILY FOOT ADVERTISING BILLS FOR REHABILITATION PROJECTS. BALLET MANAGEMENT CAN BE FAULTED FOR SLOW DISPATCH OF VITAL ITEMS SUCH AS MUSICAL SCORES, PROGRAM NOTES, ROOM ASSIGNMENTS, ADDITIONAL PROMOTIONAL MATERIAL.

4. DESPITE MENTIONED PROBLEMS, OVERALL EXCELLENT PERFORMANCES BY THIS SKILLED DANCE COMPANY RECONFIRMED US PREDOMINANCE IN WORLD OF DANCE. CRITICAL ACCLAMATION IMPLIES NYC BALLET WOULD BE WELCOME RETURN VISITORS. HURWITCH

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Message Attributes

Automatic Decaptioning: X

Capture Date: 01-Jan-1994 12:00:00 am Channel Indicators: n/a **Current Classification: UNCLASSIFIED** Concepts: CULTURAL PRESENTATIONS

Control Number: n/a

Copy: SINGLE Sent Date: 29-Mar-1977 12:00:00 am Decaption Date: 01-Jan-1960 12:00:00 am

Decaption Note: Disposition Action: n/a Disposition Approved on Date: Disposition Case Number: n/a Disposition Comment:

Disposition Date: 01-Jan-1960 12:00:00 am Disposition Event:

Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1977SANTO01474
Document Source: CORE

Document Unique ID: 00 Drafter: n/a

Enclosure: n/a Executive Order: N/A Errors: N/A

Expiration: Film Number: D770108-0840 Format: TEL

From: SANTO DOMINGO Handling Restrictions: n/a

Image Path: ISecure: 1

Legacy Key: link1977/newtext/t19770311/aaaaaiyb.tel

Line Count: 85 Litigation Code IDs: Litigation Codes:

Litigation History:
Locator: TEXT ON-LINE, ON MICROFILM

Message ID: f88c01b0-c288-dd11-92da-001cc4696bcc

Office: ACTION CU

Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a

Page Count: 2
Previous Channel Indicators: n/a Previous Classification: n/a
Previous Handling Restrictions: n/a

Reference: n/a Retention: 0

Review Action: RELEASED, APPROVED Review Content Flags: Review Date: 20-Oct-2004 12:00:00 am

Review Event: Review Exemptions: n/a **Review Media Identifier:** Review Release Date: n/a Review Release Event: n/a **Review Transfer Date:** Review Withdrawn Fields: n/a

SAS ID: 2958962 Secure: OPEN Status: NATIVE

Subject: VISIT OF NEW YORK CITY BALLET, MARCH 15-20, 1977

TAGS: SCUL, DR, NEW YORK CITY BALLET

To: STATE Type: TE

vdkvgwkey: odbc://SAS/SAS.dbo.SAS_Docs/f88c01b0-c288-dd11-92da-001cc4696bcc

Review Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 22 May 2009

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